



**WOTV – Grand Rapids, MI**

**Issues Report**

**Second Quarter 2012**

Description of programming providing the most significant  
treatment of community issues

# WOTV 4 Quarterly Issues Report

## April - June 2012

<u>PROGRAM</u>	<u>DAY</u>	<u>TIME</u>
• 24 Hour News 8 Daybreak	Monday – Friday	6:00 - 7:00 A.M.
• 24 Hour News 8 at 6:00	Monday – Friday	6:00 - 6:30 P.M.
• 24 Hour News 8 at 6:00	Saturday and Sunday	6:00 - 6:30 P.M.
• Maranda Where You Live	Saturday	7:30 – 8:00 A.M.
• Maranda Where You Live	Saturday	7:30 – 8:00 P.M.

Each program previously listed is a locally produced news programs presenting a mix of news, weather, sports and community issue related feature reports. Community issue segments usually have duration of one- to one-and-a-half minutes, unless otherwise indicated.

Connecting with Community continues to produce content driven PSA's topical to community needs and issues raised from our news department. Each month, a series of thirty second spots rotate on WOOD/WOTV/WXSP tagged with our Community Partners.

“Maranda Where You Live” is a locally produced weekly half-hour program featuring information, insights and inspiration for West Michigan parents.

• ABC World News with Diane Sawyer	Monday – Friday	6:30 - 7:00 P.M.
• World News	Saturday and Sunday	6:30 - 7:00 P.M.

This is an ABC produced news program featuring news, information and perspectives on the daily events of the nation and the world. The program also features special features on issues and concerns of the nation. These special issue oriented reports are approximately three minutes long.

• Good Morning America	Monday – Friday	7:00 - 9:00 A.M.
• Good Morning America	Saturday	8:00 - 9:00 A.M.
• Good Morning America	Sunday	8:00 - 9:00 A.M.

This ABC produced news program features news, interviews, weather and information segments and feature reports on issues and concerns of the American Public. The community issue segments usually are three to four minutes long.

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Friday

10:00 - 11:00 P.M.

This ABC produced news magazine program focuses on three to four issues or entertainment oriented reports in each week's program. Many of these reports are investigative stories on controversial concerns of the nation. Each report averages ten to twelve minutes long.

## **Educational Issues**

Including recognition of outstanding programs, learning styles, schools and teaching.

1. Program: 24 Hour News 8 @ 6:00 PM  
Date Aired: April 1, 2012  
Length: 2:00  
Summary: We continue to bring you our "Connecting with Community" award finalists. This week, Eva Aguirre Cooper is in Coopersville where power teams are in full force. Sixteen teams of teachers and staff go out into the community with selected service projects.
  
2. Program: Encouraging College PSA "Skate"  
Date Aired: April 1, 2012 - June 31, 2012  
Length: 1:00  
Summary: Public service announcement from the Ad Council informing viewers about the importance of going to college. College can be tough but there is help available.
  
3. Program: 24 Hour News 8 @ Daybreak  
Date Aired: April 10, 2012  
Length: :54  
Summary: Pre-K Study - Study says more kids are in pre-k, but less money is going towards funding
  
4. Program: Maranda Where You Live  
Date Aired: April 14, 2012  
Length: 2:30  
Summary: The John Ball Zoo offers a unique program for educators called "Zoo Lab." It's a program where students come into the zoo for one week and study the animals. Each student is assigned an animal to shadow and at the end of the week is required to do a report on their findings. It's a way that zoo is helping bring learning to life for kids.

5. Program: Maranda Where You Live  
Date Aired: April 14, 2012  
Length: 2:40  
Summary: West Michigan Aviation is a flight academy located on the grounds of the Gerald R. Ford International Airport. It's a four year program for high school students, that has a focus in math, science and engineering. The goal is to put students on the track to various careers in the aviation field.

6. Program: 24 Hour News 8 @ 6pm  
Date Aired: April 17, 2012  
Length: :34  
Summary: Musk Hts Update -- Muskegon Heights schools will get an emergency financial manager

7. Program: Maranda Where You Live  
Date Aired: April 21, 2012  
Length: 2:30  
Summary: Students at Calvary Schools in Holland were recently recognized by national recycling publications for their recycling efforts. The school is one of the only schools in Michigan with a zero-landfill policy. The kids are committed to recycling as much waste as possible and also implementing these tactics at home as well.

8. Program: Maranda Where You Live  
Date Aired: April 28, 2012  
Length: 2:00  
Summary: Over 120 local libraries are participating in this year's Summer Reading Club. In an effort to encourage kids to keep reading during the months they are out of school, this book club offers special incentives to children to meet their reading goals.

9. Program: 24 Hour News 8 @ 6:00 PM  
Date Aired: April 29, 2012  
Length: 2:00  
Summary: We continue to bring you our "Connecting with Community" Award finalists With Project B.A.R.C. This week we highlight a unique relationship, partnering youth and dogs. The Kent County Humane Society and the Kent County Juvenile Detention Center offer educational and training classes where both the dogs and the young teens gain a valuable experience.

10. Program: 24 Hour News 8 @ Daybreak  
Date Aired: May 1, 2012  
Length: 2:30  
Summary: Full Day Kindergarten -- districts are changing to full day kindergarten as state prepares to cut funding

11. Program: 24 Hour News 8 @ Daybreak  
Date Aired: May 9, 2012  
Length: 1:27  
Summary: GRCC Loses -- GRCC lost bond proposal. Now has to come up with money in other ways

12. Program: 24 Hour News 8 @ Daybreak  
Date Aired: May 30, 2012  
Length: 1:13  
Summary: Musk Hts. EFM Mtg -- public meeting about plan to switch to charter school

13. Program: 24 Hour News 8 @ 6pm  
Date Aired: June 4, 2012  
Length: :51  
Summary: GRCC WMU Agreement -- colleges teaming together for Bachelor's degree program

14. Program: 24 Hour News 8 @ 6pm  
Date Aired: June 11, 2012  
Length: 1:17  
Summary: GRPS Budget -- GRPS laying off teachers, cutting costs to deal with declining enrollment

15. Program: Maranda Where You Live  
Date Aired: June 16, 2012  
Length: 2:45  
Summary: During the summer months it's important to keep your kids minds engaged to prevent summer learning loss. Maranda talked with a local teacher who gave tips on easy ways parents can work with their children over the summer to keep up their math, reading and writing skills.

## **Health & Fitness Issues**

Focusing on methods of illness prevention and education people in order to encourage and promote maintenance of good health.

1. Program: Veteran's Affairs "Veteran's Voices"  
Date Aired: April 1, 2012 - June 31, 2012  
Length: 1:00  
Summary: Public service announcement informing viewers about the importance of supporting our veterans and giving them a voice.
  
2. Program: Diabetes PSA  
Date Aired: April 1, 2012 - June 31, 2012  
Length: 1:00  
Summary: Public service announcement informing viewers about the dangers of diabetes and the growing number of people afflicted in this country. Where to call for help and get more information.
  
3. Program: Department of Health PSA "Symptoms"  
Date Aired: April 1, 2012 - June 31, 2012  
Length: 1:00  
Summary: Public service announcement informing viewers about the dangers of heart attacks especially for women and what signs to watch for.
  
4. Program: National Foundation Infectious Diseases PSA "That Guy"  
Date Aired: April 1, 2012 - June 31, 2012  
Length: 1:00  
Summary: Public service announcement informing viewers about what you should do if you have the flu. Stay home, get some rest and wash your hands. Prevent the spread during flu season.
  
5. Program: MDA Muscle Walk PSA  
Date Aired: April 1, 2012 - June 1, 2012  
Length: 1:00  
Summary: Local Public service announcement informing viewers about the local walk for MDA. This event raises funds to help families suffering with neuromuscular diseases in our community.



6. Program: 24 Hour News 8 @ Daybreak  
Date Aired: April 2, 2012  
Length: :25  
Summary: Skin Cancer - Drs at Mayo Clinic are seeing dramatic rise in number of young adults with skin cancer
7. Program: Maranda Where You Live  
Date Aired: April 21, 2012  
Length: 2:30  
Summary: Students at Dutton Elementary are participating in the Feeling Good Mileage Club. Each day, students run and walk on their lunch break and earn points for each lap completed. At the end of the school year, kids are rewarded and can cash in their points for prizes. The goal is to get kids moving more.
8. Program: Maranda Where You Live  
Date Aired: April 21, 2012  
Length: 3:00  
Summary: Maranda talked with Meijer dietician, Shari Steinbach, about growing your own vegetable garden. She focused on how simple it is and how eating enough fruits and vegetables in your daily diet is so important.
9. Program: Maranda Where You Live  
Date Aired: May 12, 2012  
Length: 30 Minutes  
Summary: Maranda's entire half hour show was dedicated to coverage of the 35<sup>th</sup> annual Fifth Third River Bank Run. This race takes place downtown Grand Rapids and has become the largest 25K in the country. Through out the half hour Maranda talked with people of all ages who participate and looked at the appeal of long distance running.
10. Program: Maranda Where You Live  
Date Aired: May 19, 2012  
Length: 3:00  
Summary: Little League has grown to be a huge sport for boys and girls in West Michigan. We focused on a boys team in Grandville and talked with kids, parents and coaches about the health benefits and why baseball is so popular with kids ages 3-18 years old.

11. Program: Maranda Where You Live  
Date Aired: June 2, 2012  
Length: 1:10  
Summary: Priority Health is doing their part to get their employees up and moving. The company is providing Zumba classes in their parking lot for employees during the lunch hour. Their goal is to not just be a health care company, but to really “walk and talk” and set good examples of health and fitness within the company.
12. Program: Maranda Where You Live  
Date Aired: June 2, 2012  
Length: 3:00  
Summary: Maranda talked with Meijer nutritionist, Shari Steinbach, about energy boosting foods. She focused on foods that are high in nutrients, but also have enough carbohydrates and protein to keep you going during your workouts.
13. Program: 24 Hour News 8 @ Daybreak  
Date Aired: June 5, 2012  
Length: :45  
Summary: Truman Show Syndrome - Recent study shows more people believe they are being taped to entertain others
14. Program: 24 Hour News 8 @ 6pm  
Date Aired: June 11, 2012  
Length: :29  
Summary: Oil Spill Health -- report that exposure to oil in river is not harmful
15. Program: 24 Hour News 8 @ Daybreak  
Date Aired: June 13, 2012  
Length: 1:36  
Summary: Pure Michigan Fit -- program unveiled by Gov. Snyder to start kids early with healthy eating habits and lifestyle

16. Program: 24 Hour News 8 @ 6pm  
Date Aired: June 18, 2012  
Length: :44  
Summary: Spray Tan Danger - Chemical in spray tans can promote the developments of cancers, including lung cancer

17. Program: Maranda Where You Live  
Date Aired: June 23, 2012  
Length: 2:00  
Summary: Summer is the perfect time to bring your kids to a local farm or orchard to pick produce. It's a fun activity that shows your children where their food comes from and gets them eating more healthy snacks. We put together a segment that looked at what fruits are in season during the summer and where you can go to pick.

## **Community & Volunteer Efforts**

Programs aimed at highlighting efforts of individual volunteers or volunteer organizations in West Michigan in hopes of encouraging more people to share their time and talents with those in need. Community efforts and campaigns are also included.

1. Program: Veterans Affairs PSA "Veteran's Voices"  
Date Aired: April 1, 2012 - June 31, 2012  
Length: 1:00  
Summary: Public service announcement informing viewers about the importance of supporting our veterans and giving them a voice.
  
2. Program: Dave Thomas Foundation PSA  
Date Aired: April 1, 2012 - June 31, 2012  
Length: 1:00  
Summary: Public service announcement from the Dave Thomas Foundation to promote the facts about Foster Kids. Informing viewers that these children need a home and that and that not all are broken or difficult. They all need our love.
  
3. Program: 24 Hour News 8 @ Daybreak  
Date Aired: April 2, 2012  
Length: :27  
Summary: GRCM Spring Break - GR Children's Museum opening for kids for spring break
  
4. Program: 24 Hour News 8 @ 6:00 PM  
Date Aired: April 8, 2012  
Length: 2:00  
Summary: This week's Connecting with Community Award finalist focuses on giving people a hand and place to call home. Today we are talking about the Community Housing Project in Holland. They help people and families go from being homeless to finding a home.

5. Program: 24 Hour News 8 @ Daybreak  
Date Aired: April 10, 2012  
Length: :26  
Summary: Davenport-Miller College - Davenport and Miller have agreement to help students with programs at both campuses

6. Program: 24 Hour News 8 @ 6pm  
Date Aired: April 10, 2012  
Length: :27  
Summary: Electronic Recycle - Free electronic recycling day

7. Program: 24 Hour News 8 @ 6pm  
Date Aired: April 12, 2012  
Length: :21  
Summary: ArtPrize Venue Deadline - Today is the deadline to register your venue for ArtPrize 2012

8. Program: 24 Hour News 8 @ 6pm  
Date Aired: April 26, 2012  
Length: :20  
Summary: Grand Rapids job fair - job fair today at GRCC

9. Program: 24 Hour News 8 @ Daybreak  
Date Aired: May 7, 2012  
Length: :30  
Summary: Tulip Time Festival events - highlight two of Monday's events

10. Program: Maranda Where You Live  
Date Aired: May 12, 2012  
Length: 2:00  
Summary: As part of our Fifth Third River Bank Run special, a segment of the show focused on the volunteers it takes to put on a race of this scale. Maranda talked with the bank president about the hundreds of volunteers that help on race day, their roles and how important their participation is.

11. Program: 24 Hour News 8 @ 6:00 PM  
Date Aired: May 13, 2012  
Length: 2:00  
Summary: We have a winner for our 2012 Connecting with Community Awards. It was announced during an event honoring all the finalists. This year's winner is the Family Hope Foundation.
12. Program: Maranda Where You Live  
Date Aired: May 19, 2012  
Length: 2:00  
Summary: Students in several area school districts participated in an anti-bullying campaign called Be Nice. Each school was challenged to think about how they can implement anti-bullying policies in their school and then had to showcase this through a project. This community campaign was put on by the Mental Health Foundation of West Michigan.
13. Program: Maranda Where You Live  
Date Aired: June 23, 2012  
Length: 1:30  
Summary: Ferris State University volunteers at Maranda's Park Parties each week. They send a team of 5-7 employees out to run the climbing wall. It's a way they can give back to the community and promote higher education to kids and families.
14. Program: Maranda Where You Live  
Date Aired: June 30, 2012  
Length: 1:30  
Summary: Fifth Third Bank is committed to the community and sponsors Maranda's Park Parties. At our Wyoming Park Party, the company had over 20 employees assisting with parking cars, directing traffic, face painting and running the super slide.

## **Safety**

Programs that promote safety in homes and for families in West Michigan communities.

1. Program: Al-Anon PSA "Mary"  
Date Aired: April 1, 2012 - June 31, 2012  
Length: 1:00  
Summary: Public service announcement informing viewers that there is support for those living with someone who has an addiction.
  
2. Program: Texting and Driving PSA "Mr. Experience"  
Date Aired: April 1, 2012 - June 31, 2012  
Length: 1:00  
Summary: Public service announcement informing viewers about the dangers of texting and driving. This is a student produced message.
  
3. Program: 24 Hour News 8 @ Daybreak  
Date Aired: April 2, 2012  
Length: :47  
Summary: New Driving Standards - Experts say you should now drive at 9 and 3 instead of 10 and 2 due to air bag hazards
  
4. Program: 24 Hour News 8 @ Daybreak  
Date Aired: April 12, 2012  
Length: :44  
Summary: - Child Car Restraints - Insurance Institute for Highway Safety says more parents install child restrains incorrectly
  
5. Program: 24 Hour News 8 @ 6pm  
Date Aired: April 17, 2012  
Length: 1:04  
Summary: GR Storm Preps -- city officials working on plan to keep people downtown safe in the event of severe weather

6. Program: 24 Hour News 8 @ 6pm  
Date Aired: May 1, 2012  
Length: 1:38  
Summary: Homeland Security Conference -- homeland security officials say cyber attacks are biggest threat in Michigan

7. Program: 24 Hour News 8 @ Daybreak  
Date Aired: May 8, 2012  
Length: :25  
Summary: Teen Drivers - Study finds risk of teen driver's risk of dying in an accident increases when other teens are in the car

8. Program: Maranda Where You Live  
Date Aired: June 16, 2012  
Length: 2:30  
Summary: Summer time is when kids love to head outside and play. But, parents need to make sure their kids are safe when sending them out. This segment looked at bike safety, lawnmower safety and water safety and gave advice on keeping kids out of harms way during the summer months.

9. Program: Maranda Where You Live  
Date Aired: June 30, 2012  
Length: 1:30  
Summary: Maranda's second Park Party of the summer was a hot one. With temperatures close to 100 degrees, keeping party guests safe was important. We interviewed a local fire fighter and EMT who gave tips on beating the heat including staying hydrated, finding shade and wearing sunscreen.